

**CITY OF ASHEVILLE, NORTH CAROLINA
CLASS SPECIFICATION**

**TRANSPORTATION DEMAND MANAGEMENT (TDM) COORDINATOR
ENGINEERING DEPARTMENT**

GENERAL STATEMENT OF DUTIES

Performs professional transportation planning and Transportation Demand Management program administration in the City of Asheville's Engineering Department. Employee reports to the MPO Coordinator.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this class performs technical and professional transportation planning and community outreach work with the City of Asheville. Employee administers the State of North Carolina grant for the Asheville Transportation Demand Management (TDM) Program. Work involves transportation planning, research, technical analysis, GIS mapping, and coordination with major area employers and transit providers. Employee also provides information to the general public, outside agencies, and elected officials regarding transportation-related matters. Employee prepares recommendations pertaining to transportation planning and policy. Employee researches and prepares reports and marketing materials as they relate to such areas as transportation-demand programs and incentives, ride-sharing, pedestrian and bicycle transportation, transit, air quality and economic development. Tact and courtesy must be exercised in frequent contacts with major employers, local, state, and federal officials, and the general public. Work is performed with limited supervision and is evaluated through annual reviews.

ILLUSTRATIVE EXAMPLES OF WORK

ESSENTIAL JOB FUNCTIONS

Administers the State of North Carolina Grant to establish the Asheville TDM Program; develops goals and strategies to implement the program.

Conducts outreach to area employers to provide support for establishing employer-based TDM programs and incentives.

Prepares maps, graphics, presentation materials, and marketing materials for employers, the general public, elected officials, and community groups.

Evaluates transportation demand management strategies such as carpooling, vanpooling, parking management, flexible work hours, transit service improvements, and pedestrian and bicycle improvements.

Prepares reports and policy recommendations for local agencies.

Gives oral presentations to elected officials, appointed boards and commissions, employers, professional staff, and the general public.

Manages contracts and reporting related to the TDM grant.

TRANSPORTATION DEMAND MANAGEMENT (TDM) COORDINATOR

Provides support in development of the Congestion Management System and Long Range Transportation Plan for the French Broad River Metropolitan Planning Organization (MPO).

Coordinates strategies among local planning, transit, and air quality agencies.

Develops and manages a public education program and coordinates public involvement for the TDM program.

Provides staff support for City of Asheville transportation projects, transportation programs, and services.

Participates in City of Asheville planning teams and coordinates transportation planning efforts with other City departments.

Travels to in-state meetings regarding transportation plans and programs; attends conferences for professional development.

Identifies and pursues funding opportunities to support the TDM program.

ADDITIONAL JOB FUNCTIONS

Performs related work assignments as required.

KNOWLEDGE, SKILLS AND ABILITIES

Considerable knowledge of the principles and practices of transportation policy.

Specific knowledge of the environmental, social and economic implications of the planning process.

Specific knowledge of research techniques and reporting methods.

Specific knowledge of the current literature, trends and developments in the field of transportation.

Skill in the collection, analysis, and presentation of technical data and planning recommendations.

Skill in the use of Geographic Information Systems (GIS).

Skill in the use of computer software programs related to graphics, mapping, databases, and presentations.

Ability to organize and conduct complex transportation planning and research studies and to formulate substantive recommendations based on such studies.

Ability to express ideas effectively orally and in writing.

Ability to communicate effectively with community leaders and the general public.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

MINIMUM EXPERIENCE AND TRAINING

Bachelor's degree in transportation planning, urban planning or marketing, with a master's degree preferred, and 2 to 4 years of related experience; and/or any combination of training and experience required to perform the essential position functions.

TRANSPORTATION DEMAND MANAGEMENT (TDM) COORDINATOR

SPECIAL REQUIREMENT

AICP certification or the ability to obtain within 2 years of date of hire is preferred, but not required..

COMPETENCIES

Technical Competency: Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

Interpersonal Competency: Ability to work with people from diverse backgrounds, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

Intellectual Competency: Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

Customer Service: Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

Organizational and Community Sensitivity: Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Pay Grade 19
Non-Exempt